

WHAT IS CLAIMED IS:

1 1. A method of identifying a location associated with a vendor of a media disk holding
2 content, the method comprising:
3 providing instructions for the media disk;
4 during an install of the media disk into a host according to the instructions, installing
5 an identifier on the media disk, the identifier including a code associated with
6 the vendor; and
7 after transmitting data to a server, reading the identifier to find a location associated
8 with the vendor, the location being associated with the vendor of the media
9 disk and independent of any vendors that are not associated with the media
10 disk.

1 2. The method of claim 1 wherein the instructions for the media disk include identifying
2 a vendor from whom the media disk was purchased.

1 3. The method of claim 1 wherein the identifying the vendor from whom the media disk
2 was purchased includes providing in the instructions one of a code, a universal resource
3 locator (URL), a cryptographic key associated with the vendor, and a part of a
4 cryptographic key associated with the vendor.

1 4. A system for identifying a location associated with a vendor of a media disk holding
2 content, the system comprising:
3 instructions for the media disk; and
4 a software installation component associated with the media disk, the software
5 installation component instantiable during an install of the media disk into a
6 host according to the instructions, the software installation component
7 operable to install an identifier on the media disk, the identifier including a
8 code associated with the vendor, the identifier associated with a location of the
9 vendor to such that a connection between the host and a server is operable to
10 open the location.

5. The system of claim 4 wherein the instructions for the media disk include identifying a vendor from whom the media disk was purchased.

6. The system of claim 4 wherein the identifying the vendor from whom the media disk was purchased includes providing in the instructions one of a code, a universal resource locator (URL), a cryptographic key associated with the vendor, and a part of a cryptographic key associated with the vendor.

7. The system of claim 4 wherein the location is an Internet location including web pages for unlocking content stored on the media disk, the Internet location further providing optional offers for purchase over the Internet by the vendor.

8. The system of claim 4 wherein the host is one of an engine, a device that embeds an engine, a third party digital rights management protocol, and an application running in an open computing environment.

9. A method of identifying a location via a media disk, the media disk having at least a writeable portion and a non-rewriteable portion, the method comprising:
 writing the location on the writeable portion;
 distributing one or more of the media disks to one or more entities, the location
 associating the media disks to the one or more entities; and
 if a return of the media disks occurs, altering the location according to predetermined conditions.

10. The method of claim 9 wherein the location is a universal resource locator (URL) and wherein the predetermined conditions include determining a market share of the one or more entities.

11. The method of claim 9 wherein the altering the location is by a content provider, the content provider receiving the media disk, including one or more media disks, and distributing the returned media disks to same or different entities of the one or more entities after the altering.

12. The method of claim 11 wherein the distributing is pursuant to a lease agreement for media disks, the lease agreement allowing return of unsold media disks.

13. A system for identifying a location, the system comprising:
a media disk having at least a writeable portion and a non-rewriteable portion, a media disk writing the location on the writeable portion;
distributing one or more of the media disks to one or more entities, the location associating the media disks to the one or more entities; and
if a return of the media disks occurs, altering the location according to predetermined conditions.

14. The system of claim 13 wherein the media disk is one of a media disk, a compact disk, a digital video disk, and other digital storage mediums.

15. The method of claim 13 wherein an identifier is pre-recorded on the media disk and the media disk is pre-recorded, the identifier providing a link to the location.

16. A computer program product, the computer program product comprising:
signal bearing media having programming adapted to:
instantiate during an install of the signal bearing media into a host according to instructions; and
install an identifier on the signal bearing media, the identifier including a code associated with a vendor of hidden content on the signal bearing media, the identifier associated with a location of the vendor to such that a connection between the host and a server is operable to open the location.